



# Estrategia de contenidos: Técnicas para que tu empresa crezca (Spanish Edition)

*Eva Sanagustin*

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La **madurez de la estrategia de contenidos** es una manera de clasificar a las empresas según cómo incorporan los contenidos en los procesos de su día a día y los recursos que utilizan para crearlos y medirlos. Con “*Estrategia de contenidos*” conocerás mejor los diferentes niveles de madurez y las técnicas para avanzar y mejorar tus contenidos: desde que los trabajos casi intuitivamente hasta que logres la profesionalización entendida como un estado donde se obtienen resultados no por azar si no de manera justificada.

Hay muchas formas de que una empresa crezca y sea rentable. En este libro descubrirás cómo cumplir este objetivo gracias a los contenidos.

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